

To: Addressi, A
From: S=Simmons; G=Melinda; I=A.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 2/3/97 16:33
Opened: 2/3/97 12:50
Subject: 1/27 Field Visit



February 3, 1997

Dear Tony:

Thanks so much for giving us your time and showing us Moonlight at retail in New York last Monday. The stores look great ; it's obvious that you and your people have worked hard at giving Moonlight strong display and presence in its high-opportunity areas.

We are following up on your ideas for border tape, pennant rope, and MTC descriptor sheets translated into various languages for retailers. Also, we plan to provide the no-display display as well as small pasters for both PLANET and HOUSE BLEND as soon as possible. Will let you know as we progress.

Thanks again for your continued support of Moonlight. I think we agree that MTC provides RJR with an important tool to attract incremental, competitive smokers that RJR would otherwise have difficulty converting to our brands.

Look forward to our next meeting.

Sincerely,

Melinda

CC: Young, Mark
S=Pennell; G=Cliff; O=msmail; P=rjrt; A=rjrx400; C=us
S=Lamphier; G=Michael; I=D.; O=msmail; P=rjrt; A=rjrx400; C=us

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